Ohlone College  
Program Review Report

- **Program Description and Scope:**
  1. *Program Review Title:* Photography
  2. *Academic year:* 2012/2013
  3. *Review Type:* Instructional Disciplines
  4. *Program/Departments:* Photography (10003)
  5. *Authority Code:* 45-Dean, Arts and Social Sciences
  6. *External Regulations:* Yes _ No X
  7. *Provide a brief narrative that describes the instructional program/discipline.*

    The photography program offers a variety of courses to students with the goal of introducing them to current practices in photographic image-making and photographic theory, as well as providing them with a foundational knowledge of historical events and issues.

8. *Describe how the program specifically serves students, faculty and staff.*

    The program serves students by providing quality instruction in photographic arts. Faculty and staff are encouraged to enroll in photography classes. Photo instructors provide faculty and staff with tutorials upon request. The photography program provides services by photographing campus events and for the academic catalog.

9. *Describe how the program addresses current needs and applies current technologies.*

    Enrollment in photo classes continues to grow. Enrollment growth reflects the rise in public interest in photography generated in part by the widespread availability of digital cameras. Our commitment to keeping up with technology is manifested in a number of ways: our instructors take classes in photo editing software as new versions are introduced; we stay current with advances in camera technology; we attempt to provide quality cameras to students in need; we apply the latest in distance learning tools in our online classes.

10. *Discuss the impact of the program on the college and/or other programs.*

    The photography program is vital to our college since we pride ourselves on providing a rounded education to students wishing to transfer and to life-long learners. The interdisciplinary connections with other departments generated by students are many.

11. *Discuss the impact of the program on the community and the impact of the community on the program.*

    The majority of our students come from the local community. These students take the skills they learn here and apply them in areas of business, community engagement, and the arts. A common starting point for photographers is to turn an eye to immediate surroundings. This kind of evaluative study of a place
informs our understanding of our community and makes a good starting place for change.

- **College Mission**
  1. **Mission Statement**
     The mission of Ohlone College is to serve the community by offering instruction for basic skills, career entry, university transfer, economic development, and personal enrichment for all who can benefit from our instruction in an environment where student learning success is highly valued, supported and continually assessed.
  2. **Vision Statement**
     Ohlone College will be known throughout California for our inclusiveness, innovation and superior rates of student success.
  3. **Core Values, Goals & Objectives:**
    **College Core Values**
    - We provide life-long learning opportunities for students, college personnel and the community.
    - We open access to higher education and actively reach out to under-served populations.
    - We promote diversity and inclusiveness.
    - We maintain high standards in our constant pursuit of excellence.
    - We value trust, respect and integrity.
    - We promote team work and open communication.
    - We practice innovation and actively encourage risk-taking and entrepreneurship.
    - We demonstrate stewardship for our human, financial, physical and environmental resources.

- **College Goals/Objectives**
  1. **Through innovative programs and services, improve student learning and achievement.**
     - 1. By 2013, have in place an ongoing system for identifying and assessing student learning outcomes at the program and course levels, which includes faculty dialogue and appropriate improvement plans.
     - 5. By spring 2013, increase to 600 the number of students transferring to UC and CSU.
     - 7. By spring 2013, increase the number of students receiving certificates of accomplishment and certificates of achievement to a rate at or above the peer group average.

  4. **Briefly describe how the program supports the college mission, vision selected college values.**

    The photography program supports the college mission by providing personal enrichment skills that have academic value as all of our courses are transferable to CSU, UC or both. These skills also have job-place value in an economy that increasingly emphasizes the visual as a means of communication.
This program supports the core values in a number of ways:
1. Many students in the program are lifelong learners.
2. We reach out to underserved populations by offering low-cost instruction often providing otherwise expensive equipment to students to use free of cost.
3. Whenever possible we raise awareness of diversity and specifically address the contributions to art and culture of historically underrepresented populations.
4. High standards are achieved in our studio courses through the development of skills.
5. Students are trusted to complete their own work.
6. Through critiques and classroom discussions students learn to communicate in a nonjudgmental manner.
7. Innovation is encouraged in studio work for those students who have a solid foundation in basic skills.
8. We practice environmental stewardship through responsible use of chemicals in our labs.

5. Briefly describe how the program supports selected college goals.

Among the innovations introduced into the photography program to improve student learning and achievement are: revised and updated distance learning spaces; photographic equipment procured through grant to reduce the "digital divide" in the local community; an increase in courses offered; and the development of informal online networking places for photography students.

6. Briefly describe how the program supports selected college objectives.

As this is the first year the photography program review is being done independent of the Art Department student success data is not yet available. A request has been made to Mike Bowman to separate this data in the future.

The Photography Certificate of Accomplishment was revised last year and, as of now, an insufficient number of semesters has passed for students to earn the certificate.

- Program SLOs & Assessment
  1. Program SLO -

  Complete an extended photographic project.

  a. Indicate program assessment strategies used.
     i. Culminating project
     ii. Skills Assessment
     iii. Other

  Portfolios will undergo numerous critiques while in progress and once
completed. Portfolios will also be assigned a letter grade. Data will be collected and saved on numbers of students completing objective.

iv. Portfolio

b. Describe the criteria and standards used to appraise student work.

Student portfolios will be appraised for: their technical quality; evidence of a student's unique voice and style apparent in the approach, scope, and presentation of the work; and cohesiveness with regard to form, content, and meaning.

c. Enter assessment results and analyze student success in achieving this program SLO.

Updated Fall 2012

In small groups, students in Art139A, and Art139B create photo books. See Art139A Course assessment in a box attachment.

For a library of books created thus far please see http://www.blurb.com/user/store/OhlonePhoto

d. Describe revisions in curriculum or teaching strategies implemented to promote student success.

Not applicable as this is the first program review in photography.

e. Future Action (Improvements)

2. Program SLO -

Have the skills to use both film-based and digital cameras.

a. Indicate program assessment strategies used.
   
   i. Skills Assessment
   
   ii. Other

   Assessing this will begin with observation; observation of the student at work and observation of the student's results. Assessment will also happen through discussion with and hands-on tutoring of the student. Students will also be asked to evaluate their own confidence in this area, and this feedback will be used to address areas of improvement.

b. Describe the criteria and standards used to appraise student work.

The criteria used to appraise this objective are photographic results. A student will only be able to consistently expose a negative (film-based) or an image sensor (digital) with the requisite understanding of camera function and best practice skills.

c. Enter assessment results and analyze student success in achieving this program SLO.
Although students have achieved this SLO, no recent data is available with regard to certificates as no certificates were awarded last semester. Future data will be collected.

d. *Describe revisions in curriculum or teaching strategies implemented to promote student success.*

Not applicable as this is the first program review in photography.

e. *Future Action (Improvements)*

3. **Program SLO -**

**Be able to create images in a traditional darkroom and on the computer.**

a. *Indicate program assessment strategies used.*
   i. Skills Assessment
   ii. Other

   Assessment will happen by tracking the students' success at completing assignments that require skill at creating images in a traditional darkroom and on the computer.

   Students will also be asked to evaluate their own level of skill in this area, and this feedback will be used to address areas of improvement.

b. *Describe the criteria and standards used to appraise student work.*

   This objective will be appraised through image-making and image-editing assignments using traditional standards of image tone, density, and contrast, as well as the standards of fine printing in the case of both film-based and digital photographs. Files and prints will be evaluated for technical proficiency.

c. *Enter assessment results and analyze student success in achieving this program SLO.*

   The successful achievement of assignments geared to this SLO indicates that there is a high degree of student success in this area.

d. *Describe revisions in curriculum or teaching strategies implemented to promote student success.*

   Not applicable as this is the first program review in photography.

e. *Future Action (Improvements)*

4. **Program SLO -**

**Understand photography's role in shaping and responding to society, culture, and politics.**

a. *Indicate program assessment strategies used.*
   i. Other

   Assessment will happen by grading papers and presentations, and by
observing classroom discussion.

b. Describe the criteria and standards used to appraise student work.

Criteria applied will be standards of critical thinking. Students will also be appraised for the degree to which they can apply historical and cultural knowledge to various issues in photography via the response papers, presentations, and discussions.

c. Enter assessment results and analyze student success in achieving this program SLO.

Although students have achieved this SLO, no recent data is available with regard to certificates as no certificates were awarded last semester. Future data will be collected.

d. Describe revisions in curriculum or teaching strategies implemented to promote student success.

Not applicable as this is the first program review in photography.

e. Future Action (Improvements)

- SLO Matrix

  Key: I-Introduced, P-Practiced with Feedback, M-Demonstrated at the Mastery Level

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- SLO Matrix Comments

- Course SLO & Assessment

  ART 139A Beginning Digital Photography

  1. Relate their own interest in photography to concurrent work being done by peer students and others.
  2. Review photographic imagery in terms of composition, content and meaning.
  3. Comment on the place of objectivity and subjectivity in contemporary photography and apply this understanding to their own work.
  4. Create photographs around a number of themes and styles; and by doing so, come to a better understanding of their own photographic style and sensibilities.
5. Constructively appraise their own photograph and those of other students in classroom critiques.
6. Practice efficient methods of image editing, storage, and organization.

### Indicate planned course assessment strategies

#### Culminating Project

#### Describe the criteria and/or performance standards used to appraise student work.

#### Enter assessment results and analyze student success in achieving course SLOs.

See Art139A assessment in a box.

#### Describe revisions in curriculum or teaching strategies implemented to promote student success.

### Future Action (Improvements)

#### Student Achievement: A series of measures including course completion, course retention, persistence, program completion, and others.

1. List expected student achievement outcomes:
2. Analyze changes in data, identify trends, and provide possible contextual explanations for each measure used. (Example measures include: course completion, course retention, persistence, program completion).

   No applicable. To date data specific to photography has not been collected. A request to collect this data has been made to Mike Bownam.

3. Analyze program budget trends and expenditures. Comment on how the program can best use budget resources.
4. Analyze the program's current use of staff, equipment, technology, facilities, and/or other resources. Comment on how the program can best use these resources.
5. Describe any additional notable program achievements (optional).
6. Additional Program Table Data
7. Future Action

#### Program Analysis

After assessing student learning outcomes/impacts, student/program achievement, and the status of previous program improvement objectives (PIOs), analyze the data and any identified trends, and summarize your findings. Use these data and trends to prioritize, revise, or develop new PIOs.

1. Describe program achievements and successes.

   No recent data is available as no certificates were awarded last semester. Future data will be collected.

2. According to the evidence, what are the areas needing improvement?

   Data will be collected on learning outcomes at the program level and assessed for future improvements.
• Program Improvement Objectives:

1. Objective:

Inform students at entry level on the existence of program certificate and counsel them on path to complete required courses to raise awareness of course offerings and certificate availability.

a. Action Plan
   Year 1:

   This information is now included in course syllabi and discussed at the start of each semester. Students are provided with a very simple form - more of a request that we look into the records to see if they’ve completed certificate courses.

b. Staffing
   Year 1:

   None.

c. Equipment (Include items that fit under department budget codes)
   Year 1:

   None.

d. Technology (Include items that fit under IT budget codes)
   Year 1:

   None.

e. Other (Include other resources needed)
   Year 1:

   The help of Mike Bowman.

f. Assessment Plan: List Assessment Strategies
   Year 1:

   (anecdotal evidence) So far several students have expressed an interest in the certificate. Students are actively enrolling in courses in order to earn the certificate.

   Year 2:

   The college will track certificates earned.

   Year 3:
The college will track certificates earned.

g. Which college goal(s) does this program improvement objective work to
achieve? Clearly describe how your PIO will help achieve one or more of the
college goals and objectives, has impact beyond the particular department,
and contributes to student learning/success.
1. Through innovative programs and services, improve student learning and
achievement.
Rationale:

By taking classes to achieve the certificate the student will stay with their
studies longer achieving a deeper understanding in the field.

2. Support the economic vitality of the community through educational
programs and services that respond to identified employment needs.
Rationale:

An employer comparing 2 equally qualified candidates is likely to choose the
individual with some documentation of their commitment to a program.

6. Enhance college-wide interaction with, and acceptance of, diverse peoples,
cultures, arts, and perspectives.
Rationale:

An increased arts-related dialogue on campus brings together people from
different cultures and with different perspectives.

2. PIO Assessment

a. Future Action

1. Objective:

Offer more targeted and appropriate instruction to students at all levels by
eliminating "stacked" courses (those that offer an "A", "B" and "C" section
concurrently), and replacing with individual classes at each level.

a. Action Plan

Year 1:

I believe we can get this started right away as far as the Digital Photography
series is concerned. Enough students have completed Beginning Digital
PHotography (ART139A,) which is a very popular course, that we could
easily fill a separate section of Intermediate Digital Photography (ART139B).
Action plan: Put both ART139A and ART139B on the schedule as separate classes.

Analyze the feasibility of also splitting "stacked" sections of Black and White photo courses (ART133A,B,C).

Year 2:
I've begun discussions with Dean Birkedahl about offering a separate class of Art139B Intermediate Digital Photography in Spring 2013.

b. Staffing
   Year 1:
   Additional instructor load.

c. Equipment (Include items that fit under department budget codes)
   Year 1:
   None.

d. Technology (Include items that fit under IT budget codes)
   Year 1:
   None.

e. Facilities (Include items that fit under the Facilities budget codes)
   Year 1:
   Classroom, if not an online space.

f. Other (Include other resources needed)
   Year 2:
   Increased budget for BW photo chemicals.

g. Assessment Plan: List Assessment Strategies
Year 1:

Track enrollment in newly split sections. Evaluate for increased student achievement. I suspect the Intermediate students will achieve more when they have the undivided attention of the instructor.

h. Which college goal(s) does this program improvement objective work to achieve? Clearly describe how your PIO will help achieve one or more of the college goals and objectives, has impact beyond the particular department, and contributes to student learning/success.

1. Through innovative programs and services, improve student learning and achievement.

Rationale:

Intermediate students will achieve more as instruction will be more targeted to their needs and they will have the benefit of an instructor who does not spend an inordinate amount of time with the beginners. Beginners will achieve more when they have an instructor who can focus entirely on providing the basic skills instruction they need.

4. Use human, fiscal, technological, and physical resources responsibly, effectively, and efficiently to maximize student learning and achievement.

Rationale:

Students will learn and achieve more in an environment where they have the full attention of the instructor to meet them at their current level of knowledge. This is a better use of human resources than requiring the instructor to teach to two levels at once.

6. Enhance college-wide interaction with, and acceptance of, diverse peoples, cultures, arts, and perspectives.

Rationale:

Any strategy that improves the efficiency and efficacy of arts instruction will result in the creation of more thought-provoking art on campus. These dialogues often require that we pay closer attention to people from other cultures and with varying perspectives.

2. PIO Assessment
   a. Future Action

1. Objective:

In order to meet SLO's and provide quality instruction to students we need to
increase the existing photography budget to match with actual expenses. Transfer agreements further obligate us to send students to other institutions prepared to excel. The budget has not seen growth for years while the cost to run the program has risen considerably.

a. Action Plan
   Year 1:
   Bring the need for this to the attention of Dean Birkedahl and the appropriate funding department.

   The photography budget has not increased since I started at Ohlone in 2004. The cost of materials, particularly photo chemistry, has increased several times. Over the same period we have increased the number of sections offered and students served. The only way I've been making ends meet is to transfer money from my student worker fund to my supply fund. But the fact is, the program suffers from this trimming of my student worker hours.

   The current budget is $2300, I'd like to propose doubling that to $4,600

   Year 2:
   The budget remains stagnant. I've recently discussed my continued need for an increase with Dean Birkedahl. We last discussed this on 8/21/2012. I anticipate having to "borrow" from my student worker budget again this fiscal year to keep the program running properly.

b. Staffing
   Year 1:
   None.

c. Equipment (Include items that fit under department budget codes)
   Year 1:
   None.

d. Technology (Include items that fit under IT budget codes)
   Year 1:
   None.
e. **Facilities (Include items that fit under the Facilities budget codes)**  
   **Year 1:**

   None.

f. **Other (Include other resources needed)**  
   **Year 1:**

   Increase in annual funding from $2300 to $4600

g. **Assessment Plan: List Assessment Strategies**  
   **Year 1:**

   Evaluate improvement to lab and other photo department projects undertaken by student worker whom I can now afford to schedule for more hours.

h. **Which college goal(s) does this program improvement objective work to achieve? Clearly describe how your PIO will help achieve one or more of the college goals and objectives, has impact beyond the particular department, and contributes to student learning/success.**
   1. Through innovative programs and services, improve student learning and achievement.  
      **Rationale:**  
      Students will benefit by having better upkeep of the lab, the materials necessary to instruction, and other improvement projects.

   4. Use human, fiscal, technological, and physical resources responsibly, effectively, and efficiently to maximize student learning and achievement.  
      **Rationale:**  
      Better use the money set aside for student worker by not siphoning those funds to offset cost increases in other areas. Students will see an immediate improvement in physical lab as well as other projects to enhance learning.

2. **PIO Assessment**
   a. **Future Action**

   1. **Objective:**
      Meet the needs of students seeking academic achievement as well as the needs of students seeking to expand their job-market appeal with a major upgrade of the photo facilities to mirror industry standards, and an expansion of the courses offered and skills taught to better compete with other better-situated Bay Area
photography programs.

a. Action Plan

Year 1:

Conduct a study of academic photography programs in the Bay Area. Through this study collect data on: facilities and equipment in place at other institutions; individual course titles offered; individual sections offered; number of students served; certificates offered; certificates awarded; materials and equipment budgets; number of full-time and part-time faculty; number of support staff including lab managers and student workers; date and nature of most recent facilities renovations.

Share results of this study with Administrators at Ohlone to both increase college awareness of this plan and to receive insight for improvement.

Year 2:

Work closely with facilities and other planning committees at Ohlone to usher appropriate aspects of PIO through the bond and planning processes.

Work with photography program heads at other schools, especially those who have recently completed renovations and program changes, to learn from their experiences.

Begin expanding course offerings.

Year 3:

By this time I'd like to see a real physical plan in place for new facilities and equipment. Hard to say what to expect this far out.

b. Staffing

Year 1:

Possible release time or increase contract time for part-timer.

Year 2:

Probable hire of full-time faculty.

Year 3:

Continue staffing from "year 2"
c. Equipment (Include items that fit under department budget codes)

Year 1:
None.

Year 2:
Equipment needs likely to go along with increased course offerings might include cameras, digital printers, lighting equipment. Materials budget will need to increase to purchase additional chemistry needed for extra sections.

Year 3:
Equipment needs at this point will have to be worked out along with any facilities renovation.

d. Technology (Include items that fit under IT budget codes)

Year 1:
None.

Year 2:
Computers and software will need to be maintained not only for existing courses but for any additional courses.

Year 3:
In addition to regular maintenance and computer upgrades we'll need to access additional technology needs for increased course offerings.

e. Facilities (Include items that fit under the Facilities budget codes)

Year 1:
None.

Year 2:
Additional facilities may be required as we expand course offerings.

Year 3:
Working with facilities to plan renovation of photo area.
f. Other (Include other resources needed)

Year 1:
Additional resources not anticipated at this time.

Year 2:
Architect / space planner. Consultant.

Year 3:
Architect / space planner. Consultant.

g. Assessment Plan: List Assessment Strategies

Year 1:
Evaluate results of data collection. Assess where Ohlone's photo department stands in comparison to other schools.

Year 2:
Assess student satisfaction with increased course offerings through a survey. Get students more involved with the planning by including them in "idea sessions".

Year 3:
Track enrollment and again assess student satisfaction with increased course offerings through a survey. Also track students after they leave Ohlone to see what the transfer and employment trends are.

h. Which college goal(s) does this program improvement objective work to achieve? Clearly describe how your PIO will help achieve one or more of the college goals and objectives, has impact beyond the particular department, and contributes to student learning/success.

1. Through innovative programs and services, improve student learning and achievement.
Rationale:
Student learning will improve by offering students modern equipment with which to learn. Student achievement is more likely if we offer pertinent courses in a facility that competes with the other schools students may choose to attend.

2. Support the economic vitality of the community through educational
programs and services that respond to identified employment needs.  
Rationale:

Photography and photographic imaging are growing employment sectors. Ohlone should be in a position to provide this training at an affordable cost to the community.

4. Use human, fiscal, technological, and physical resources responsibly, effectively, and efficiently to maximize student learning and achievement.  
Rationale:

We can maximize student learning and achievement by: offering courses that mirror professional practices in photography and; offering training in facilities that mirror up-to-date facilities in the field.

6. Enhance college-wide interaction with, and acceptance of, diverse peoples, cultures, arts, and perspectives.  
Rationale:

Photography is often the artistic medium students choose to first express themselves and their place in the world to the greater community. Photography is a medium that speaks across cultural differences. The more we make photographic practice visible on the campus the more we foster dialogue and understanding between people from all walks of life and perspectives.

7. Increase access to higher education of under-served and under-represented demographic groups in the District and local communities.  
Rationale:

There are economic barriers to learning photography. We should remain committed to providing a relatively low-cost way for people to begin or continue their photographic training. The cost to learn at a Community College is considerably lower than at a 4-year institution or via private lessons. Additionally, Ohlone lends cameras at no cost to students who can't afford to buy their own.

2. PIO Assessment  
   a. Future Action

- **Outside Review Results** 02/14/2012
  1. List each team members name and title.
None.
2. Discuss key feedback provided by team and how it was incorporated into the report.
   None.

- **Attached Files**
  1. Art139A_Assessment_in_a_box1.docx